

Office of the Ombudsman 2013 Annual Report

Presented by La Ronda Bowen

February 2014

California Environmental Protection Agency

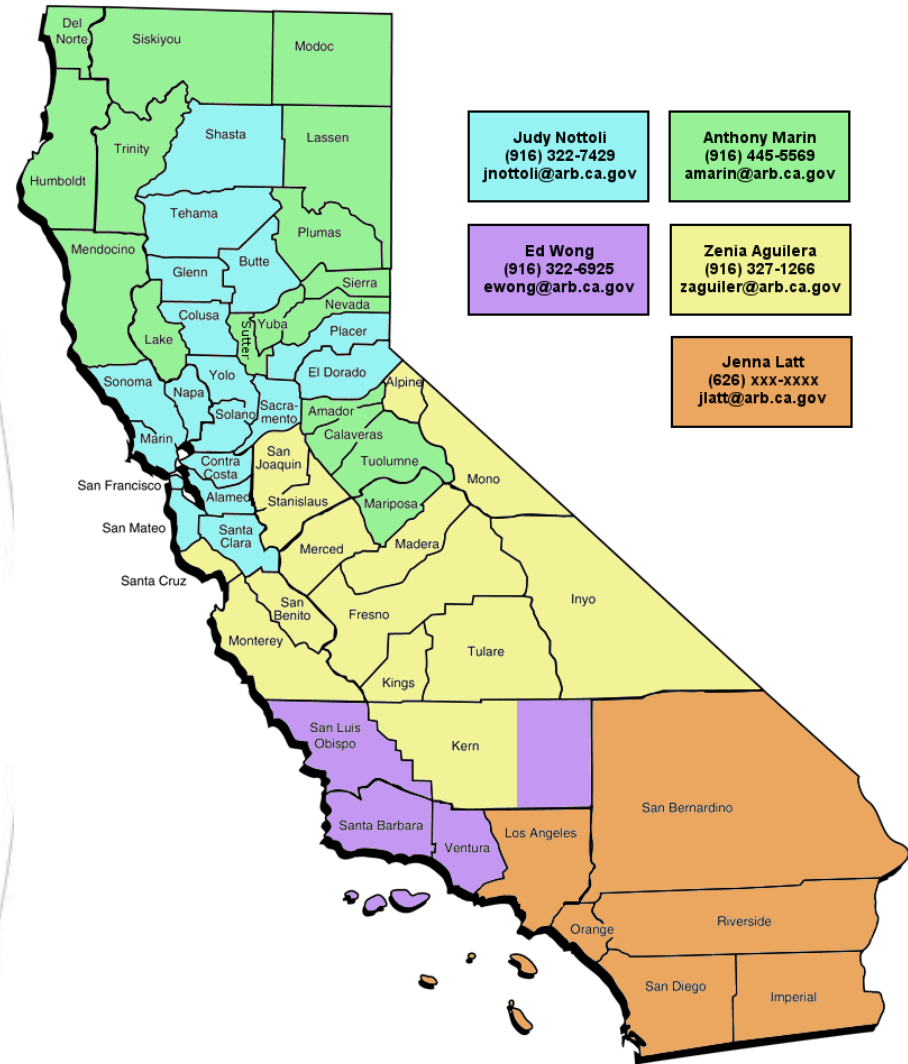
 **Air Resources Board**

Office of the Ombudsman

- OMB connects ARB & Small Business Interests
- Public Resource for Answers
- Educational Outreach
- International Visitors
- Ombudsman connects people with policy and resources

OMB Regional Assignments

Dedicated staff person assigned to each one of five geographic zones



CA Economic Summits and “iHubs” Mirror Ombudsman’s Regional Assignments



Small Business: Common Traits

- Independent
- Innovative & Creative
- Careful Risk Takers
- Community Oriented
- Limited Resources



2013 Progress

- Began to identify financing, resources, partners, and strategies to meet future needs.
- Supported Truck Outreach.
- Launched the Small Business Compliance Advisory Panel.
- 1st work to educate ourselves on small business and climate resiliency.
- Continued to strengthen all networks.

Truck & Bus Outreach

- Improved Diesel Hotline – 600 live assistance calls per day
- TruckStop website
 - Daily average – 3,000+ visits
- Direct mail
 - Postcard to ~190,000 truckers
- Media Campaign
 - TV ads, Pump toppers, Trade publications.



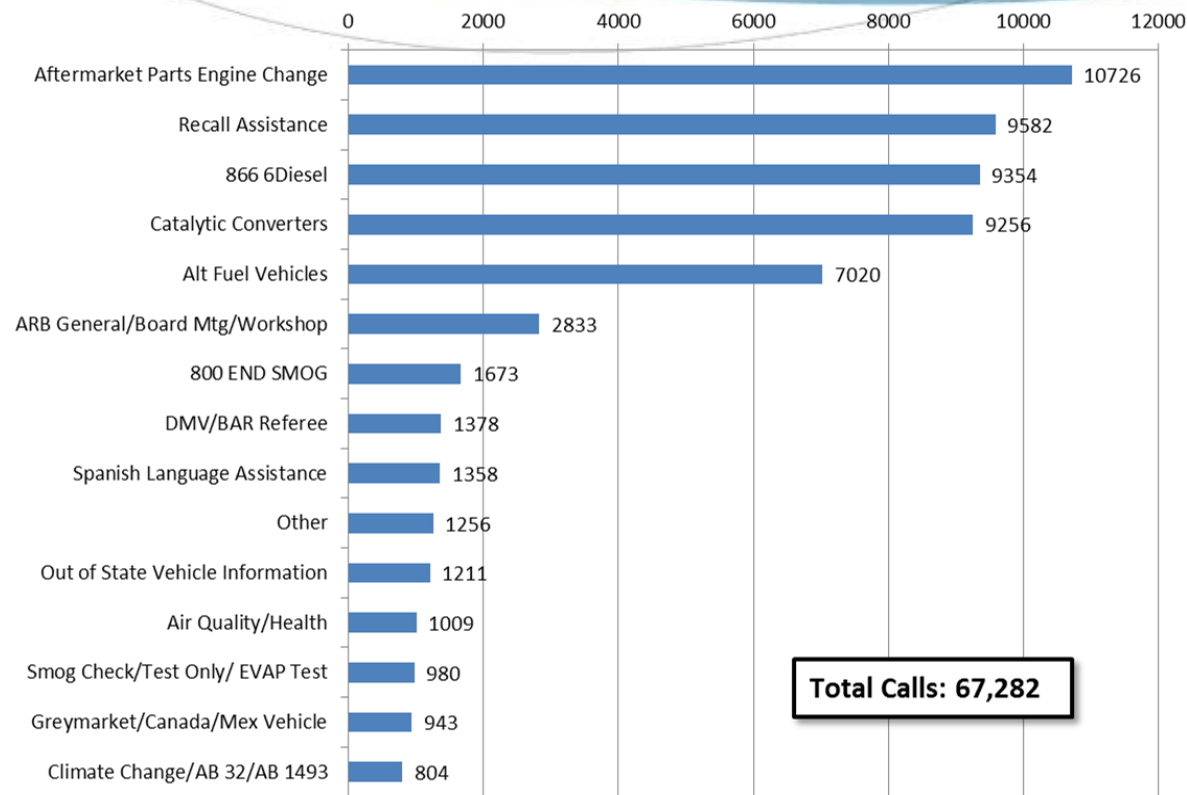
Trucks: Outreach (continued)

- 177 Diesel Related Trainings
- 6 Workshops and Meetings
- Visible Enforcement
- 20 Media Stories
- Spanish Language Outreach
Question & Answer events at the US-Mexico border

Small Business Opportunities Advisory Panel (SBOAP)

- Formed in 2013
- Provide SB Policy perspective
- Assist with effective outreach
- Represent a cross-section of regulated industries (statewide)
- 1st meeting via teleconference re: Scoping Plan

Public Resource for Answers 2013 Hotline El Monte



Ombudsman's Office

Connecting people, policy and resources

CASE STUDY

Catalytic converter replacement challenge



- Unemployed vehicle owner faced Smog Check required catalyst repairs in excess of vehicle value.
- Owner did not understand why catalyst repairs are costly.
- Ombudsman staff explained the details of the repair required and then looked for alternatives
- Ombudsman staff provided contacts for financial assistance and reduced costs repairs so the customer could maintain their vehicle

CoolCalifornia Small Business Awards

- Awards ceremony
- 13 winners represent effective early climate actions
- Recognized business located from Chula Vista to Fort Bragg
- Overwhelming response and participation by legislators
- Supervisor Roberts visited a Business of the Year



Air Quality Education Program (AQEP)



Student request for air pollution information



- A high school student in a public service academy is presenting a paper on air pollution in California
- Was interested in its effects on peoples health, the community, and the economy
- Ombudsman staff served as guide to the wide range of ARB informational materials available to the public online
- Ombudsman staff provided valuable “real world” insight on the ARB’s rulemaking process and public participation, not available from other sources.

International Visitors

Delegations and number of visitors

- 45 delegations (compared to 25 in 2012)
- 165 visitors (all)

First long-term delegation (3 months)

Countries with largest number of visitors

- China and South Korea (30 visitors each)
- Mexico (21 visitors)
- Singapore (17 visitors)
- Philippines (13 visitors)

Countries Visiting ARB in 2013



Looking Ahead

- Work with SB Advisory Panel and ARB staff to develop priority goals for SBA engagement
- Increase focus on Internal customers

Anticipating Small Business Needs

- **Technology:** What are the obstacles to bringing clean technologies to demonstration & commercialization?
- **Financing:** Where are the financing gaps?
- **Climate:** How do small businesses affect community resiliency after climate-related natural disasters?
- **Climate:** Are businesses that adopt energy efficiency and sustainable business practices more resilient than their counterparts?

Questions or Comments

Please contact

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